

STATE OF SOUTH DAKOTA
OFFICE OF PROCUREMENT MANAGEMENT
523 EAST CAPITOL AVENUE
PIERRE, SOUTH DAKOTA 57501-3182

Child Care Training Videos
Questions and Responses

PROPOSALS ARE DUE NO LATER THAN JULY 28, 2021 by 5:00pm CDT

RFP 2418

BUYER: Office of Licensing and
Accreditation

POC: Dawson Lewis
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Question: Number of Videos

How many total videos are vendors expected to produce?

Answer:

The successful offeror will produce at least nine instructional videos and two training videos for each topic area outlined in the Proposed Video content outlined in 3.2. The informational videos should be approximately 4-5 minutes in length while the training video should range in 30-45 minutes in length.

Question: Spanish and Closed captioning

What are the requirements with the closed captioning and Spanish videos outlined in the RFP?

Answer:

All the videos completed should be in English and include closed captioning. In addition, there are two informational videos that would include Spanish versions: Child Care Assistance (Subsidy) Information for parents and Child Care Assistance (Subsidy) Benefits for parents and providers. The entire content of the two videos should be able to be understood by any person who speaks, hears, or reads in the Spanish language. The successful offeror will ensure that the Spanish versions of the two videos identified will be accurate in translation.

Question: Subject Matter

Are there resources available to the offeror on the subject matter?

Is the content for the upcoming videos currently readily available in outline or classroom-plan form?

Answer:

The State will provide documentation that outlines content to be included in the videos to assist the successful offeror with clarification on the subject matter for each video to be produced. Content is available through various documentation. The successful offeror will incorporate all subject areas outlined in the proposed video content as outlined in 3.2 under the scope of work section of the RFP. The informational videos will not be utilized to meet any kind of specific requirement but will be utilized solely as accessible information for people interested in learning more about child care resources. The two training videos can be utilized by child care providers to meet annual in-service training requirements.

Question: Technical Requirements

What are the technical requirements for these videos? (i.e. live video elements, paid actors, staging re-enactments, narrators, and script writing requirements)

Answer:

The successful offeror will incorporate various elements into the videos produced. All options will be considered for the video content. The State will provide resources with the successful offeror on all potential on-site location shots. All on-site video should be obtained within the State of South Dakota to effectively represent the locale. State staff will not actively participate (actor, testimonial, narration, etc.) as a State representative in any video content or in the script writing; however, will provide necessary information to ensure accurate information is reflected in the video content. There will be one Point of Contact (POC) through the State that the successful offeror will coordinate on with this project.

Question: Content History and Future Intent

What is the history of how this information has currently been shared?

Answer:

Previously the information has been shared with consumers via verbally and in writing as well as through PowerPoint presentations.

Question: Budget

Is there a budget allocation for this project?

Answer:

All reasonable proposals will be considered.

Question: Video production Timeline

Are all videos due at the same time or is there a timeline for certain videos to be submitted?

Answer:

It is acceptable for videos to be completed in succession and prior to the deadline as long as all videos are completed and available on the State website by May 31, 2022.

Question: Certification Requirements

Are certifications of any type required?

Answer:

No, the offeror will successfully demonstrate all requirements outlined in the RFP.

Question: Multiple Vendors

Is this a multiple vendor award?

Answer:

No, the successful offeror will be capable of fulfilling all the requirements of this proposal.

Question: Subcontracting

Is sub-contracting allowed for this opportunity.

Answer:

Yes, this is covered in clause 19 of the sample contract on page 13.

Question: State guidelines

Are there any South Dakota guidelines that need to be adhered to?

Answer:

All South Dakota guidelines pertaining to the project are outlined within the RFP.

Question: Out of State vendors

Is this opportunity available to out of state vendors?

Answer:

Yes, however please note section 4.4 under Section 4 (Proposal requirements and company qualifications) within the RFP.

Question: State Website work

Can you confirm that the state will be loading the videos to their website and social media and we are just to supply the source files?

The RFP states that the videos will be “featured on the State Child Care Services website.” This can mean either links to a third-party cloud server, or direct hosting on a state-owned and maintained server. Do you expect that BIT will want to host the videos directly on their servers, or is it an option for your chosen partner to provide links to videos stored on a third-party server more readily accessible for updates and additions?

If the videos are to be served, maintained, and updated on a third-party server provided by the successful bidder, may the contract be written for ongoing hosting and security?

Do you expect that the material may often change over time? Should the quote include ongoing updates or content maintenance?

Instructional Videos: Do you have access to, or desire to have access to, infrastructure for video training (e.g. modules for providers to log-in to complete their training), or will these videos primarily live on the website?

Answer:

This RFP does not include on-going costs. A successful offeror should consider this when determining where the videos are hosted. Videos or video links will live on the State website.

Question: Content Management Systems

In certain cases, such training is presented on a tutorial platform, enabling our client's staff the ability to post minor changes in policy as notes to produced training. This reduces the need for wholesale reproduction of a training/instructional video when changes are minor. Given your available staff, would a content management system (CMS) front end be appropriate or helpful in this situation?

Answer:

A content management system may be considered.

Question: Proposed changes

The RFP notes that target viewership of the "Benefits" instructional video involves two classes: parents and childcare providers—audiences that differ in their information needs. May we propose separate iterations for each target group?

Answer:

The State is willing to negotiate on video content and relevant audience with the successful offeror.

Question: Challenges and Objectives

Are there any data collection points in place to measure the success of these videos?

What makes the target audiences challenging to reach, other than the language aspect which you described as being important to these videos?

What do you wish people knew about State Child Care Assistance and State Child Care Licensing?

What's the most important challenge that these videos should overcome? (For example: providers would like more engaging training styles; providers are not retaining the information; parents and providers cannot find information or cannot understand it in its current form;

Answer:

The purpose of the videos is to provide easy access to information consumers may be interested in learning about. The benefit is to access at the convenience of the consumer while also benefitting staff in decreasing the amount of time spent individually explaining the information that will be available on the videos. The target audience for these videos will likely be searching for resource information on the topic of child care whether they are a parent or child care provider. These videos will provide an additional resource to gain knowledge in the field of child care. The content of the videos are topics that the State would like people to know about Child Care Assistance and Child Care Licensing.